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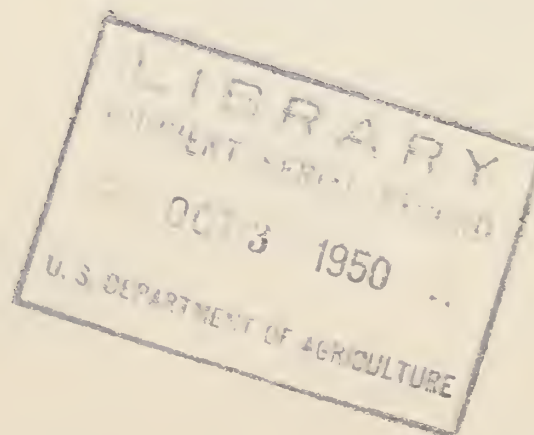


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MARKETING ACTIVITIES



U. S. Department of Agriculture
Production and Marketing Administration
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Whether you're biting into a hamburger in the county jail or carving a porterhouse on the Queen Mary there's better than a 50-50 chance that you're eating "custom-graded" meat.

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A man with a lot of fruit to sell ought to be looking for places where it's scarce. A PMA report soon to be released, shows that some good markets have been overlooked.

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Prepackaged Meat Sells Itself

By A. T. Edinger

Meat is its own best salesman. Package it in transparent wrappers, preweigh it, preprice it--and it will sell itself. All the evidence indicates that the retailing of prepackaged meat is here to stay.

A year or so ago, only about 400 retail food stores sold all prepackaged meats. Now it is estimated that about 1500 stores have installed self-service display cases for both fresh and cured meats. In-



No waiting was high on the list of reasons why consumers like prepackaged meats. They report better selections too, and the unhurried chance to buy within their budget. Only a few comment that they prefer to see meat cut before they buy.

dications are that nearly all the stores that have shifted from service to self-service have increased their sales, and the majority of shoppers who have expressed an opinion like the new way of buying.

These conclusions are based on a study made by the Production and Marketing Administration, U. S. Department of Agriculture, last year, together with estimates of later trends. PMA has taken a good long look at about one-fourth of the stores that have gone fully self-service on meats, and has found many interesting things to report--to both the trade and the consumer. The report "RETAILING PREPACKAGED MEATS," was prepared and released by the Marketing Research Branch of PMA, working under authority of the Research and Marketing Act.

The 97 stores surveyed in the study were widely dispersed in 80 cities in 27 States and the District of Columbia. For most of the stores, prepackaging was a new venture--88 self-service systems were less than 2 years old and 61 of these were less than 1 year old. Thirty-two were independently owned and 65 were owned by 34 chain-store companies. Of the 97 stores, all but 4 sold 95 to 100 percent of their meat and meat products by the self-service method.

Self-Service Boosted Sales

Meat sales in 91 of the 97 stores climbed after the prepackaging and self-service system was installed. Of the remainder, 4 reported no change in sales and 2 reported declines. The overwhelming number of stores turning in favorable reports came up with long lists of reasons why their customers like the new service. Full, attractive displays of appealing packages; no waiting in line; ease of determining prices; and the diversity and accessibility of different sized packages were offered as prominent reasons for favoring meat prepackaging. Of the total number reporting, 67 stores stated that their customers reacted enthusiastically to their self-service departments while 28 reported that the reception were moderately enthusiastic.

Consumers, too, have much to say in favor of self-service meat departments. "No waiting," "better selections," "buying within the household budget," "know what they are buying," "may take their time," "purchase cheaper cuts without embarrassment" and "no arguments with the butcher" are first-ranking favorable evidence.

Friendly Butchers Missed

Unfavorable comments were broadly scattered except for one which does credit to meat retailers. Twenty-two of the stores reported that customers "missed personal contact" in the self-service merchandising. Considerably less frequent were complaints that shoppers "preferred to see meat cut," and some were "suspicious of meat in film."

The overwhelming welcome for prepackaging on the part of both the customers and the retailers did not mean, however, that all the problems were solved. In spite of the successes achieved in the new type of merchandising, store managers reported a total of about 50 different prob-

lems still confronting them in operating their self-service meat departments. Most of these fell into three general categories: Discoloration, packaging techniques, and labor efficiency. While the solution of some of these problems must depend upon research, many of them are sure to be clarified by the broad experiences summarized in the study.

Some light is thrown on the problem of labor efficiency, for example, in the summary of the Report. As the sales volume of stores increased, the number of pounds of meat handled per man-hour by all labor (skilled and unskilled) increased: 17 pounds per man-hour in stores with a weekly sales volume of \$2,000 and under, as compared with 29 pounds per man-hour in stores with a volume of over \$10,000.

Sales Volume and Labor Costs

Total labor costs of all self-service departments averaged 4.5 cents per pound of meat handled, and 5.2 cents per package. Stores in the two smallest volume groups--\$2,000 and under, and from \$2,001 to 4,000--exceeded these average labor costs per pound and per package primarily because of their high costs for skilled labor. The unskilled labor costs in these two groups of stores either were below or equaled the average for all stores. This indicates that cutters were performing some of the unskilled tasks, such as wrapping and sealing. As the volume increased the number of hours of unskilled labor mounted more rapidly than skilled, reflecting a more efficient utilization of skilled labor.

Stores with a weekly sales volume of more than \$10,000 had an average of 76 linear feet of refrigerated display cases, and average for length of display cases and four times the sales average per linear foot, for stores with a sales volume of \$2,000 and less per week.

Because discoloration is a major factor in determining salability of prepackaged meats, it has been given considerable attention in the study. Three-fourths of the retailers reported that fresh beef, veal, pork and lamb remained in an acceptable condition in display cases for 48 to 72 hours. The majority of these reported 48 hours as the maximum.



Packaging is more than simply wrapping in transparent film. The form as well as the color and bloom of the meat must be maintained for proper "shelf life."

Principal cuts on which shelf life was a problem were beef steaks, beef roasts, sliced ham, luncheon meats, cold cuts, lamb, and veal. The importance of color in retailing meat was brought out by the fact that only 5 of the 97 retailers stated their customers were indifferent to color and bloom.

All stores had adopted measures to prevent discoloration before wrapping. Among these were: (1) Plattering before wrapping (meat cuts were placed on trays for a short time to allow the free fluids to drain from cuts before wrapping); (2) using oxygenic paper (sheets of oxygenic paper were placed over and under the freshly cut unwrapped meat cuts to aid in maintaining color and to absorb some of the free liquids); and (3) allowing for a blooming period (freshly cut meats achieve their best color between 15 and 30 minutes after cutting). Ninety of the 97 stores had adopted measures to prevent discoloration after wrapping. Those most frequently reported were: (1) Turning packages face down; (2) keeping meat well refrigerated; and (3) placing packages on display as needed.

Handling by the customer was the principal cause for rewrapping packages. Items on which rewrapping exceeded the average were beef roasts, beef steaks, and pork roasts.

Pilfering was a problem in 33 stores. Of these, 14 did not know to what extent it occurred, and 16 believed it did not exceed 1 percent of sales. Thirteen found label switching by customers to be a problem. Their chief concern in this instance was for the customers who received mislabeled packages.

The relative importance of these problems may change as this method of meat merchandising grows. As consumer acceptance broadens and the number of self-service departments increases, and retailers gain more experience, another survey would show more clearly the operational pattern the departments will eventually develop. Economies of operation that might be revealed would be of value to the entire meat retailing industry and to the consumer.

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FROZEN TOMATO JUICE PRESERVES RAW FRUIT FLAVOR

Tomato juice may be frozen and stored for future use, but no really satisfactory way to freeze tomatoes has yet been devised, says Dr. Frank A. Lee, food chemist at the Experiment Station at Geneva, New York.

"The chief difference between frozen tomato juice and the canned variety is that the former has a flavor resembling raw tomatoes," states Doctor Lee. "Many people have become accustomed to the cooked flavor of canned tomato juice, and for that reason it may be well to try out the frozen product on a small scale at first."

Frozen tomato juice is prepared by washing well-ripened tomatoes, removing stems and green spots, and cutting the tomatoes into sixths. The cut tomatoes are allowed to simmer for five minutes and then the juice is strained off, salted and then cooled rapidly and frozen.

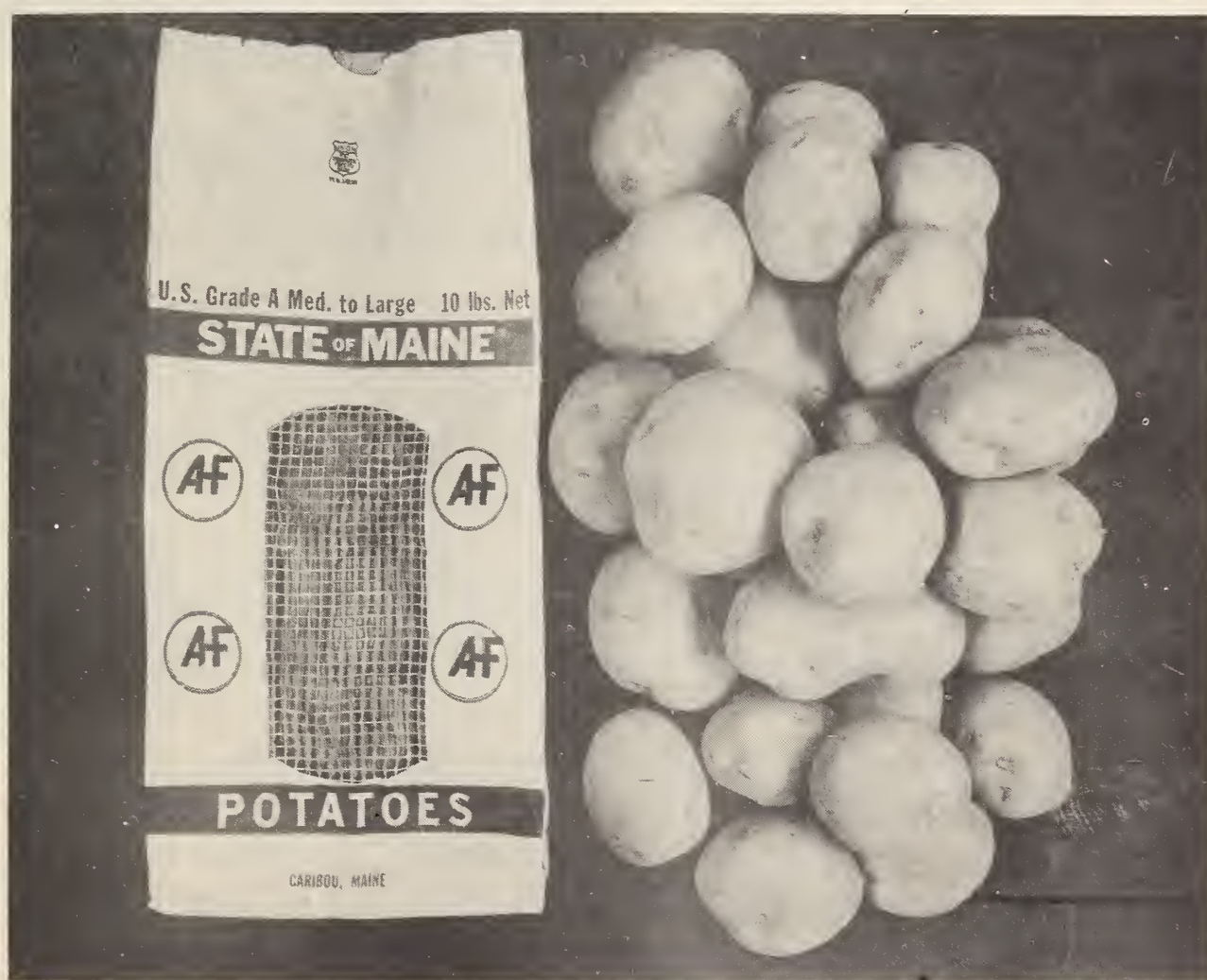
Uncle Sam "Shops" Your Potatoes

By Anne Carter

Potatoes of all sizes can be used though some sizes are better for some purposes than others. Most modern homemakers, however, do not care to be potato pickers and graders in order to select potatoes suitable to their particular cooking needs. For that reason they'll welcome a 10-pound bag of smooth, fine quality potatoes of more uniform size.

Maine Introduces New Pack

Such a package is now on the market. It is marked U. S. Grade A Medium-to-Large--a consumer grade established by the U. S. Department of Agriculture and now for the first time being used by several shippers in Maine. Wherever these potatoes are available, shoppers will need only to check the bag for the words "U. S. Grade A" followed by the size indication.



Careful selection by the most particular homemaker wouldn't result in more evenly sized potatoes than these. Several Maine shippers are the first to market U. S. Grade A Medium-to-Large potatoes. This typical 10-pound mesh-windowed bag affords good protection and means that potatoes don't have to be handled to be seen.

U.S. Grade A Medium-to-Large means the potatoes in the bag may be from 2 1/2 to 4 inches in diameter. Most of the bags have a mesh window in the front of the bag which means the potatoes don't have to be handled to be seen. Other grades are: U. S. Grade A Small, 1 1/2 to 2 1/4 inches; U. S. Grade A Medium, 2 1/4 to 3 inches, and U. S. Grade A Large, 3 to 4 inches.

An indication that even more uniformity in potato sizing may become more widely available is found in the fact that one large retailing concern is insisting on a 10-pound pack within a 2 1/2 to 3 1/2 inch range. As the idea catches on and consumer willingness to pay a small premium for uniformity becomes evident, more and more potatoes should be reaching the stores in the stricter U. S. Consumer Grades.



With the new consumer grades, shoppers don't have to be potato pickers and graders as well in order to get the proper size and quality.

Provisions for the new potato packs are based on U. S. Consumer standards for potatoes established about two years ago. This is the first season, however, in which potatoes so sized and selected have made their appearance.

Fewer Off-grade Potatoes Allowed

The U. S. Grade A allows for fewer defects than U. S. No. 1 Grade--not more than 5 percent by weight may fall below the requirements set for the grade, including not more than 1 percent for potatoes affected by soft rot or wet breakdown.

U. S. Grade B potatoes are divided into the same size groups as Grade A's but Grade B allows for a higher percentage of defects.

Wholesalers have used the grade U. S. No. 1 for many years and shoppers may find consumer-sized bags so marked. These are good potatoes, but the U. S. Grade A's must meet a higher standard of quality, size and cleanliness. Their uniform quality means low waste, and time saved in preparation. Every housewife knows there is no economy in paying less for an inferior product.

So far, consumer-graded potatoes on the market are of the round or

intermediate shaped varieties, but there are standards for the long varieties too. Growers can use these grades, or not, as they see fit, for, like all other U. S. Department of Agriculture grades, they are voluntary. When their use becomes general, it will be a simple matter for shoppers to select potatoes of the size and grade they want.

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MARKET SHELF LIFE OF VEGETABLES INCREASED BY COOLNESS AND MOISTURE

Give them the cold, moist treatment and the shelf life of fresh vegetables may be tripled say USDA plant scientists testing coolness and moisture effects on fresh vegetables. In a recent Research and Marketing project eleven different fresh vegetables were tested on four pieces of equipment of the type used in markets with a small to medium volume of business.

The equipment included a sloping ice bed rack and three horizontal trays, each of which was used differently. On one the produce was garnished with a cover of snow ice; another was equipped with a drain and sprinkled at frequent intervals; while the third was used as a dry rack control display.

In nearly all cases the ice bed kept the vegetables fresher, greener, and crisper than the other displays during the four-day display period. The low temperature--usually around 45° F.--held diseases to a minimum. The moisture was sufficient for the vegetables to maintain or to gain weight. Most vegetables tested on this rack were in good condition at the end of four days.

The rack garnished with ice maintained low temperature during the day--usually about 58° F.--but as the ice melted the temperature rose enough at night to allow the development of disease. The supply of moisture usually resulted in the commodity gaining weight.

Commodities held on the sprinkled rack during the day and held at 40° F. at night were in good condition longer than those on the dry rack. Most produce readily absorbed the moisture and gained in weight. Warm temperatures during the day--around 73° F. in the afternoon--favored the development of disease and advanced aging in many commodities.

The vegetables on the dry rack remained in good condition only a relatively short time, a day in most cases as compared with four days for those on the ice rack. At room temperature, there was excessive decay in many commodities along with severe withering and loss in weight.

Radishes, green onions, beets, beans, and peas appeared to be benefited much more by cool moist conditions than were eggplant, cucumbers, and squash. Eggplant was the only vegetable tested that remained about the same on all four types of display racks during the four-day holding period.

Meat Grading—Custom-made

By George H. Wahl

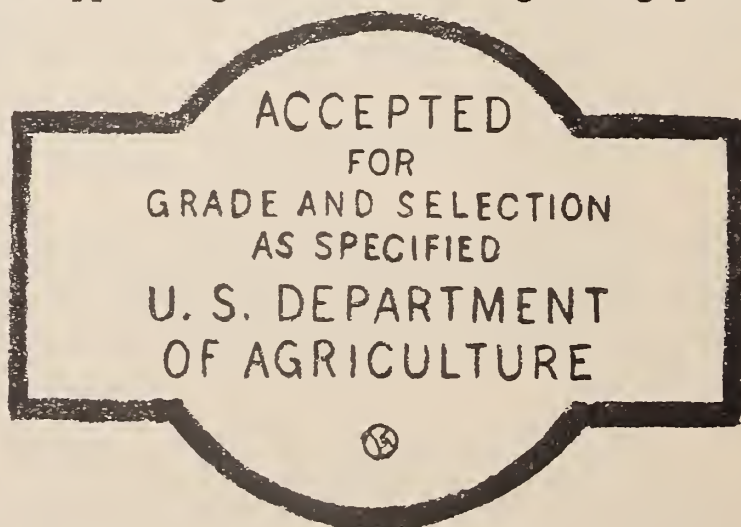
How would you like to buy pork chops for 400? Or ground beef for 400,000?

If you've ever had trouble picking out a roast for the family you'll appreciate the problem faced by meat buyers for hospitals, schools, retail meat stores, steamship lines or whatever it is that has an ultra-multiple appetite. You'll know, too, why dietitians and food purchasing agents have welcomed a grading service which selects foods that meet meticulous specifications, whether they stipulate fatless roasts for bland hospital diets or tender, juicy cuts for small children.

For more than two decades the Federal Grading Service of the Livestock Branch has simplified this perplexing task for over 400 institutional buyers who must make large scale purchases of meat of a stipulated quality or grade. The service has been specially designed to eliminate the bewilderment and confusion of large order meat buying.

Forerunner of Grading Program

It all started in 1923 as a special service to the United States Steamship Lines, and as such it caught on and became the forerunner of the present non-compulsory and self-supporting Federal meat grading program which benefits all who make use of it. Charges are nominal--\$3.00 per hour for the time consumed in performing the service--and are borne by the applicant. Institutional buyers utilize the service because it usually results in savings since many of them have neither the time nor the technical knowledge to secure exact grade or full value for every meat dollar.

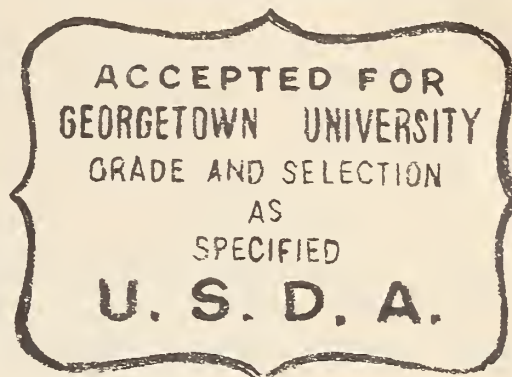


This special grading service is an important part of the "regular" Federal meat grading program but it differs in that it is "custom-made"--that is, meats are selected, graded and labeled by the grader to meet specifications previously determined by the purchaser. Actually, the rules are very simple.

The acceptance stamp is the essential link in the program.

Under the regulations outlined for the service the purchasing agency

contracts with meat wholesalers who provide and deliver meats graded, selected and accepted by Federal meat graders. The essential link in the operation is the special acceptance stamp of the purchasing institution. Only cuts or packages of meat which carry this distinctive personalized label may be accepted at the supply rooms or kitchens of the receiving agencies. Thus it is very important that all receiving personnel be able to identify their purchases by the "house" label. Local grading offices are at the service of the institutions and should be notified immediately if products appear to be in noncompliance with the specifications.



"House" labels identify institutional purchases.

Queen Mary a Customer

This method of grading and identification has worked very well in practice. The distinctive acceptance stamp or label appears on deliveries varying in size from a few dozen pounds a week for a child day care center to the thousands of pounds taken aboard with each New York visit of the Queen Mary.

States Represent Many Institutions

In most cases those requesting this type of service are individual institutions, though 21 States utilize the service and thus automatically utilize the program in all their many institutions, schools, hospitals, and agencies.

Specifically, the service includes selection for kind, class, grade, condition, weight ranges and averages, and trim. This may include the certification of weights and selection of cuts within weight ranges, as well as correct packaging and marketing of the product.

For example, specifications for ground meat may read as follows:

"Shall be prepared from Choice, Good or Commercial steer flanks, boneless navels, boneless briskets, and boneless cow chucks. Watery cow meat may not be used. Shall contain not to exceed 25 percent fat by quantitative analysis of 20 percent trimmable fat; shall be relatively free of connective tissue and prepared in packages not to exceed 10 pounds."

More exacting stipulations for chuck roasts may specify as follows:

"Shall consist of boned, rolled, and tied chuck roll--that part of the square cut chuck above the heavy seam of fat connecting principal muscles of the chuck at the shank edge, for which excess internal fat has been removed. U. S. Choice, U. S. Good, or U. S. Commercial. State separately prices for each grade."

Advisory Service Included

In addition to performing the selecting, grading and marking for acceptance, the Federal Service is prepared and willing to help purchasing agents formulate specifications which meet their particular needs.

Though this specialized grading service began in the early 20's it was not until 1927 that the service broadened into the official U. S. grading program. This welcome development was sponsored in a large part by the Better Beef Association which was interested in promoting the sale of high-grade beef. At that time a system was devised for identifying Prime and Choice grades of steer and heifer beef by a grade stamp that could be recognized by retailers and consumers, and simultaneously the grading and ribbon stamping of beef was initiated.

Since 1927 this service has been conducted in cooperation with the National Livestock and Meat Board. In 1928 meat grading was placed on a regular service basis and has been made available upon request to anyone desiring grading of beef in which they were financially interested.

Strong Ally to Dietitians

As early as 1935 the public school systems in Cleveland and other progressive cities had adopted specifications for meats and other food products designed to meet their own particular needs and in effect were using the Federal meat grading service as their assistant purchasing agents in obtaining the exact kind of food products desired. To dietitians of hotels, hospitals, steamship lines and schools--precise specifications are nearly as important from an economic aspect as they are from the standpoint of good health and good food.

Because of the complexities involved in meat buying during the war, hospitals and other institutions, including school lunch programs were obliged to follow individual procedures in securing supplies--often without strict regard to uniformity or even desirability. Consequently there was little expansion of the service during that period.

With the return of a buyers' market, consumers everywhere and particularly institutional management, are intent on obtaining desired grades and qualities, with assurance that they are getting products to suit their needs without the necessity of taking substitutes. Inquiries pertaining to any phase of the service should be directed to the United States Department of Agriculture, Production and Marketing Administration, Livestock Branch, Standardization and Grading Division, Washington 25, D.C.

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KNOW YOUR BUTTER GRADES

The shield shaped emblem of the Federal butter grading service means that the package stamped is filled with quality butter, tasted and tested for you by expert Government graders. The various grade emblems and their significance are clarified by a leaflet "Know Your Butter Grades" (L-264) available now from the Production and Marketing Administration, USDA, Washington 25, D. C.

Sell Fruit Where It Isn't

By Arthur E. Browne

That term "buyer's market," seen more frequently these days, should be an unmistakable cue to handlers and processors of fruit to search out all potential markets. Particularly the search should be for those areas where products are not generally available to consumers.

An overall picture of fruit availability--or the lack of it--in the Nation's retail food stores has been presented in a series of Production and Marketing Administration reports financed with Research and Marketing Act funds. Beginning with the November 1949 survey, citrus and dried fruit industry groups have been helping finance this work. The Fruit and Vegetable Branch of PMA has arranged, by contract, for collection of the information by a private research agency, and is soon to release a report, "Availability of Certain Fresh Fruits, Canned Fruits, Canned Juices and Dried Fruits in Retail Stores, November 1949," the third in a series. The first two cover availability in October 1948, and April and August of 1949. The third compares these data with availability figures for November 1949.

Figures Showing Low Availability Should Be Lead to Greater Sales

For the Nation as a whole, the reports show the percentages of food stores that handle each of the major fresh fruits, dried fruits, canned fruits and juices. This information is obtained from a representative national sample of about 1800 stores classified by region, by type of store management (chain or independent), by size of store, and by size of city. Conversely, in each tabulation the data indicate the proportions of stores that do not handle these products.

Thus the tabulations provide a view of important elements in the retailing of fruits on a comparative basis as between stores of different sizes, between chain stores and independents, between different regions, and between cities of different sizes. In addition to the regional figures, data are given separately for New York City and Chicago.

With regard to fresh fruits, the studies indicate that many excellent outlets are not being fully exploited. Right at the peak of the marketing season in August 1949 only 32 percent of all retail food outlets had plums available for consumers. During the same period grapes were available in but 37 percent of the Nation's retail outlets, while peaches were available in only 46 percent of the food stores surveyed. In November 1949, a month when distribution of winter pears is well under way, only 32 percent of the Nation's food stores had them in stock.

In general, the percentages of retail stores handling fresh and dried fruits and canned juices were lower in the Southern region than in any other of the groups of States, although there were exceptions for individual items. Southern stores maintained an average of 60 percent availability for oranges during the four periods reported--October 1948, April, August and November 1949. By contrast, in the same periods, Northeastern stores averaged 76 percent; North Central stores, 88 percent; Mountain and Southwest, 77 percent; and Pacific, 88 percent.

Yes, We Have No Dried Fruit

Dried fruit availability appeared low in many regions and periods. Dried prunes were available, for example, in but 44 percent of Southern stores in November 1949. Dried apricots were stocked by only 28 percent of New York's stores surveyed in the same period. Eighty-eight percent of the Northeastern stores surveyed did not stock dried peaches in the same month.

Frozen concentrated orange juice, canned orange juice, and tomato juice--to cite examples of canned and frozen juices--generally were more readily available in outlets of national chains than in either regional chains or independent stores. By volume of store business those stores handling an annual volume of \$500,000 or over led in availability for these three products. There is no clear-cut pattern for these three juices in the analysis by city size.

With respect to frozen concentrated orange juice, the surveys reveal a phenomenal increase in availability from the first tabulation in April 1949, when slightly under 17 percent of the retail stores studied had it available. In November of the same year this figure had nearly doubled as over 31 percent of the stores had stocked the product.

Audits of canned fruits, shown for two periods (April and November 1949), reflected less seasonal change in availability than most canned juices. Absence of a tally on these products in August when stocks are allowed to reach a seasonal low point prior to new pack shipments, however minimizes this comparison.

Buying Practices Survey Underway

In addition to the retail availability report, another study summarizing the buying practices of household consumers in the purchase of citrus fruits, dried fruits, and fruit juices is being undertaken by the U.S. Department of Agriculture. This study will be an important follow-up to the availability surveys. Its purpose is to furnish producers, shippers, and processors of these fruits and fruit products with information on purchases at retail levels by a representative national sample of several thousand households.

The project also represents a new type of cooperation between this industry and the Department, since the cost will be shared by the Department and citrus and dried fruit industries. The Department's funds are furnished under authority of the Research and Marketing Act, while its

work on the project will be performed jointly by the Bureau of Agricultural Economics and the Fruit and Vegetable Branch of the Production and Marketing Administration. The two reports--on availability and buying practices--should furnish the industry with double-barrelled information essential to the efficient marketing of large volumes of fruits and fruit products.

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USDA BUYS LARD UNDER ECA REQUISITIONS

Since December 28, the U.S. Department of Agriculture has purchased nearly 100 million pounds of lard under ECA requisitions for Germany and Austria.

The first announcement was made December 14 for purchases of lard for Germany. The major portion of this 42,354,524 pound purchase is now on its way to Europe. These purchases were made at an average cost of 12.69 cents per pound delivered at ports.

On January 12, purchases of 29,582,200 pounds of lard were announced for Austria under an ECA requisition. This quantity is now being shipped and will continue to move to ports through the latter part of February. The cost averaged about 12.18 cents per pound delivered at ports.

Additional purchases of approximately 24 million pounds were made for Germany under a January 18 announcement. The cost of this latest purchase ranged between 11.45 cents and 12.125 cents per pound delivered at ports. Shipment will continue through the middle of March. At the same time this last purchase was announced, the Department invited bids for additional quantities (of prime steam lard only) for Germany.

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PARITY RATIO DOWN TO 98

According to the Bureau of Agricultural Economics, the ratio of prices received by farmers to prices paid, including interest and taxes, was down to 98 at mid-December. The ratio is below 100 for the first time since November, '41. A 3-point drop from mid-November to mid-December in the level of prices received and a 1-point rise in the index of prices paid account for the lower parity ratio. Prices received index in December was at 236 compared with 239 in November and 268 in December '48. Prices paid, at 240 compares with 239 a month earlier and 246 a year earlier. Farmers' prices declined from November to December for poultry and eggs, meat animals, cotton, truck and some other crops while grains and hay brought somewhat higher prices. Farmers paid higher prices for feed, clothing, building materials, and household operating items.

This information has been reported in BAE's concise monthly economic digest, the Statistical Summary.

Marketing Briefs

Dairy Products.--A program to support farm prices of manufacturing milk and butterfat from January 1950 through March 1951 at national average prices of approximately \$3.07 per hundredweight for manufacturing milk of 3.95 percent butterfat (yearly average test) and approximately 60 cents per pound for butterfat was announced in late December by USDA. The program will support the price of all milk and prices announced are within the range specified by the Agricultural Act of 1949 which requires that farm prices of milk and butterfat be supported at levels between 75 and 90 percent of parity. The support prices represent about 79 percent of the parity equivalent price for manufacturing milk, as parity is estimated under the new parity formula.

As a means of carrying out the support program, USDA will offer to make carlot purchases of processed dairy products at the following prices, f.o.b. at any location in the United States: Cheddar cheese, U. S. Grade A or higher, 31¢ per lb.; butter, U. S. Grade A or higher, 60¢ per lb.; butter, U. S. Grade B, 58¢ per lb.; nonfat dry milk solids, spray type, U. S. extra, 12 1/2¢ per lb.; nonfat dry milk solids, roller type, U. S. extra, 10 1/2¢ per lb. and evaporated milk, \$3.95 per case. . . . Minimum farm price for Class I-A milk in the New York milk marketing area at \$4.80 per hundredweight have been set for January and February, USDA announced December 27. The prices were made effective in an amendment to the Federal order regulating the handling of milk in the area following approval of a proposal for such action by more than two-thirds of the dairy farmers regularly supplying the market.

Cotton.--In Late December, USDA announced that the effective date for terminating purchases of cottonseed of the 1949 crop under the current emergency purchase program has been extended by the Commodity Credit Corporation to February 15, 1950. Extension was made because unprecedented yields in certain areas have made it impossible to harvest and gin the current cotton crop during the usual harvesting season. Harvesting will not be completed in several states until well after December 31. Extending the purchase program will enable producers who are unable to have their cotton ginned by that date to participate in the cottonseed purchase program.

Grains.--Marketing quotas will not be required for 1950-crop rice because the total supply of rice for the marketing year beginning August 1, 1949, is below the level at which marketing quotas would be called for under controlling legislation. Secretary of Agriculture Charles F. Brannan made the announcement December 30 and at the same time proclaimed the national rice acreage allotment for 1950 production, as required by the provisions of the Agricultural Adjustment Act of 1938, as amended, Compliance with individual producer allotments will be a condition for

price support, which is mandatory at 90 percent of the August 1, 1950, parity level. The national acreage allotment for 1950 is 1,593,112 acres. While this represents a needed downward adjustment from the big plantings of recent years, and will be 13.7 percent below the 1,845,000 acres planted in 1949, it is set at a level to provide abundant supplies. With average yields, the 1950 allotment will produce 74,239,000 bushels. The carryover of old rice at the end of the 1949-50 marketing year is estimated at 12,718,000 bushels--more than twice the carryover of August 1, 1949, about four times the average carryover for the 1945-49 period. . . January 16, USDA announced that price support for 1950-crop dry edible beans will be available to farmers who plant within acreage allotments to be announced by the Department at a later date. Dry beans grading U. S. No. 2 or better will be eligible for support under the 1950 crop program at levels which will reflect to farmers an average of \$6.30 per hundredweight on a thresher-run basis. This is approximately 75 percent of parity. Price support for 1949-crop dry beans averaged about \$6.55 per hundredweight on a thresher-run basis. Beans eligible for price support in the 1950 program are the classes: Pea, Medium White, Great Northern, Small White, Flat Small White, Pink, Small Red, Pinto, Cranberry, Red Kidney, Standard Lima and Baby Lima. . . Production of 1949-crop hops in Oregon, Washington, Idaho, and California, as determined under the provisions of the marketing agreement and order regulating the handling of hops grown in these States, totaled 50,735,253 pounds, the U. S. Department of Agriculture announced January 9.

Livestock.--USDA announced January 9 that revisions are being made in the selling prices of certain types and grades of wool in current stocks acquired by the Department under price support operations. The revisions are made to bring USDA's selling prices for both shorn and pulled wool stocks in line with present market conditions. In general, prices for shorn wool acquired under the 1948 and 1949 programs will be increased from 1 to 9 cents per pound depending on the type of wool. Medium and lower grade shorn wool purchased under the 1947 program will be reduced 2 to 5 cents per pound and shorn wool from the 1946 program generally will be reduced 5 to 8 cents. These changes for shorn wool are effective as of January 9. Revisions in the pulled wool schedules were effective January 2, when prices for pulled wool were increased 3 to 5 cents per pound for a number of grades and types of wool purchased under 1947 to 1949 programs. Pulled wools acquired in 1946 were reduced 2 to 3 cents per pound.

Poultry.--January 12, USDA announced its initial purchases of 753,630 pounds of dried whole eggs at 96 cents a pound, made under the purchase program announced earlier for January and February in the surplus producing Midwest area. The program is designed to attain a national annual average farm price for eggs of 37 cents a dozen under the 1950 price support program announced December 21, 1949. All of the purchases of dried eggs were made in the Midwest from driers who have certified that they have paid producers an average of not less than 25 cents a dozen (a minimum of 27 cents a dozen for eggs delivered by producers to the plant) for all of the edible shell eggs they bought. Offers under the Midwest purchase program will continue to be received weekly on an offer and acceptance basis.

Potatoes.--Changes in the minimum and maximum sizes of potatoes that may be shipped from the State of Maine were announced by USDA January 16. Under the new regulations, shipments of all varieties of potatoes, other than Bliss Triumphs, must meet the requirements of the U.S. No. 1 grade or better grade, and must be of sizes not less than 2 1/4 inches nor more than 3 3/4 inches in diameter. Shipments of Bliss Triumphs must be at least U. S. No. 1 grade and may not be below 1 7/8 inches minimum diameter. A maximum size is not prescribed for this variety. The new regulations, which were recommended by the State of Maine Potato Committee operating under Federal Marketing Order No. 87, become effective January 23, 1950, and continue in effect through June 30, 1950. Potatoes shipped for certain purposes and to designated outlets continue to be exempted under the new regulations. Exempted shipments include those to export, to the Federal Government under the price support program for relief distribution, manufacturing purposes, livestock feed, and seed. . . Late in December USDA announced that despite prospects for reduced purchases of surplus potatoes under the mandatory price support program, it will continue throughout this marketing year to consider offers for export of potatoes for food use as it has in past years. Since any potatoes available for export this marketing year will originate principally in the Northeastern States, interested persons should communicate with the Production and Marketing Administration office in New York City at 67 Broad Street, telephone: Digby 4-8300.

Sugar.--Minimum wage requirements for the 1950 crop of sugar beets to be paid by producers in California and southwestern Arizona who apply for payments under the Sugar Act were announced in early January by USDA. The minimum time rate for thinning, hoeing, and weeding is 60 cents per hour and for pulling, topping, or loading 65 cents per hour. Piecework rates for these operations are to be as agreed upon between the producer and the worker but the average hourly earnings of individual workers who are employed on piecework must be not less than the hourly rates provided, the producer is required to furnish the laborer, without charge, the customary perquisites such as a house, garden plot, and similar items. The time rates specified are the same as those provided for 1949-crop sugar beets. For the 1949 crop uniform specific piecework rates for thinning, hoeing, and weeding were provided but harvesting piecework rates were as agreed upon by producers and workers. With the placing of all piecework on an "agreed upon" basis for the 1950 crop, it is anticipated that producers and workers will be able to agree upon rates which will more accurately reflect the wide differences in field conditions and production methods than did the uniform piecework rates in effect during previous crops.

Tobacco.--No change is contemplated in the 1950 marketing quota of 1,097,000,000 pounds for flue-cured tobacco originally announced on July 1, 1949. This announcement was made in late December after a review of supply and demand prospects. As announced on July 1, 1949, the 1950 acreage allotments for flue-cured tobacco will total about 970,000 acres, as compared with 960,000 acres allotted for 1949. Individual farm acreage allotments for 1950 will be about the same as in 1949, the small increase in the total allotment being reserved for adjustment of inequities among individual farm allotments and for new tobacco farms which qualify for allotments in 1950.

ABOUT MARKETING

The following addresses, statements, and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

Addresses and Statements:

Marketing Problems of the Nation's Agriculture, a talk by Ralph S. Trigg, Administrator of the Production Marketing Administration and President of the Commodity Credit Corporation, USDA, at meeting of Calif. State Chamber of Commerce (Agricultural Committee), Dec. 1, 1949. 12 pp. (Processed)

Address by Ralph S. Trigg, Administrator of PMA and President of CCC, USDA, at opening of the 1949 PMA National Conference, Memphis, Tenn., Dec. 5, 1949. 20 pp. (Processed)

Progress Under the Research and Marketing Act, a talk by Omer W. Herrmann, Asst. Administrator of the Agricultural Research Administration, before Annual Meeting of American Farm Bureau Federation, Fruit and Vegetable Group, Chicago, Ill., Dec. 12, 1949. 16 pp. (Processed)

Cooperative Associations and the Federal Milk Order Program, a talk by Philip E. Nelson, Director, Dairy Branch, PMA, at Annual Meeting of the Illinois Milk Producers Assn., Chicago, Ill., Nov. 15, 1949. 6 pp. (Processed)

Statement by Robert M. Walsh, Asst. Director, Fats and Oils Branch, at meeting with Tung Nut Growers and Processors, PMA State and County Committee Members, Biloxi, Miss., Dec. 1, 1949. 4 pp. (Processed)

Publications:

Grain Production and Marketing. MP-692. October 1949. 78 pp. (PMA) (Printed)

Marketing Frozen Foods--Facilities and Methods. June 1949. 175 pp. (PMA) (Processed)

Retailer Training in the Merchandising of Fresh Fruits and Vegetables. October 1949. 23 pp. (PMA) (Processed)

Deterioration of Egg Quality During Marketing. PA-79. 10 pp. (PMA) (Printed)

Retailing Prepackaged Meats. December 1949. 27 pp. (PMA) (Processed)

Marketing Sugarcane in Louisiana. November 1949. 48 pp. (PMA) (Processed)

ABOUT MARKETING (Cont'd)

The Marketing of Cottonseed. November 1949. 61 pp. (PMA) (Processed)

Fiber and Spinning Test Results for Some Cotton Varieties Grown by Selected Cotton Improvement Groups, Crop of 1949. November 1949, 8 pp. (PMA) (Processed)

U. S. Standards for Oranges (California and Arizona). Effective November 26, 1949. 12 pp. (PMA) (Processed)

Marketing Texas Carrots 1948-49 Season. November 1949, 4 pp. (PMA) (Processed)

Market News Service on Fruits and Vegetables, Marketing Texas Citrus Lower Rio Grande Valley of Texas Summary of 1948-49 Season. Nov. 1949, 38 pp. (PMA) (Processed)

Marketing Texas Vegetables 1948-49 Season. Nov. 1949. 10 pp. (PMA) (Processed)

Statistical Findings of Survey of Transportation From Farms to Initial Markets. November 1949. 29 pp. (BAE) (Processed)

Price Spreads Between Farmers and Consumers. Agricultural Information Bulletin No. 4. November 1949. 95 pp. (BAE) (Processed)

(Be certain that you have given us your name and full address when ordering statements or publications. Check only the individual items you desire.--Editor.)

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